

Whitewater Community Development Authority
Meeting Minutes
May 23, 2013

1. Call to order and roll call

The meeting was called to order by Vice Chair Donna Henry at 4:37 p.m. The meeting was held at the Innovation Center, Room 105, 1221 Innovation Drive, Whitewater, WI 53190

Present: Allen, Henry, Kachel, Singer

Absent: Knight, Meyer, Winship

Also: Cameron Clapper, Patrick Cannon, Doug Saubert

2. Hearing of Citizen Comments

None

3. Approval of the Following Minutes

a. April 11, 2013

The minutes were approved as presented.

Allen (1); Kachel (2)

Aye: Allen, Henry, Kachel, Singer

Nay: None

4. CDA April 2013 Financials

The Financial Statements were presented by Finance Director Doug Saubert. The board expressed concerns about the outstanding loan to DR Plastics, Inc. Staff was to contact him to insure payments are being made.

The Financial Statements were accepted as presented.

Allen (1); Kachel (2)

Aye: Allen, Henry, Kachel, Singer

Nay: None

5. Consideration and discussion of a Fiber Optic project to extend services to TIF Districts and the Business and Technology Parks.

Staff noted that the City Council recently approved an agreement with WIN regarding the installation of a limited amount of fiber near the university. The Chair had asked that this items be discussed and that the CDA develop a plan to analyze the needs and costs to extend service to various TIF districts and the parks.

After limited discussion, the committee held the item over until the next meeting to allow staff to gather additional information on consulting services and the Chair to attend the meeting.

6. Consideration and discussion of a request to continue exclusive brokerage services for the Business Park the Technology Park. (John Henderson to attend and make a presentation)

Mr. Henderson indicated that the current contract had expired last year. He would like to extend that contract for the Business Park. He currently has a separate contract for the Technology Park.

Mr. Henderson indicated that he would like to create a team effort on developing a marketing plan for the properties. He felt that a coordinated effort would best serve the Park.

He also indicated that there is a lack of vacant space available throughout the county for light manufacturing. He further indicated that the concept of a spec building might be beneficial to the area.

The Board withheld any action at this time and asked the item be placed on the June agenda.

7. Consideration and discussion of the establishment of a fund to assist with outdoor seating at restaurants.

It was noted that staff was directed at the last meeting to develop a plan that would allow for financial assistance for the purchase of outdoor seating equipment for local restaurants.

Staff developed a new manual and it was presented to the Board. The program creates a forgivable loan program that is matched by the local business on a two to one basis. The business must remain in operation for three years to have the loan forgiven. The maximum amount of the loan is \$2,500

After careful review, the Board moved to establish the new program and adopt the manual.

Singer (1); Allen (2)

Aye: Allen, Henry, Kachel, Singer

Nay: None

8. Consideration and discussion of financial assistance for the education portion of the HWY 12 project.

Mr. Kachel indicated that due to his involvement with the Greater Whitewater Committee, he would be abstaining for voting on the matter.

It was noted that the Greater Whitewater Committee is currently working to secure funding for the Environmental Impact Study for the expansion of HWY 12 between Whitewater and Elkhorn. They would like to have the funding included in the 2013-2015 State Budget.

In order to do this, an education program is needed to apprise residents, businesses and elected officials on the need for this study. The funding being requested is to assist in this effort.

Staff recommended that the funds be allocated from TIF 6 since the roadway runs directly through the district.

The Board expressed concerns over how these funds were to be used by the Greater Whitewater Committee. They would like to receive a written report at the conclusion of the project.

It was further noted that since the funds were from TIF 6, the City Council would need to take action on the item. The funds were not specified in the 2013 budget.

After considerable discussion, the Board moved to recommend to the City Council that the CDA wished to go forward with the EIS from TIF #6.

Allen (1); Singer (2)

Aye: Allen, Henry, Singer

Nay: None

Abstain: Kachel

9. Consideration of a request to donate funds to the Discover Whitewater Series ½ Marathon.

It was noted that the ½ Marathon is scheduled for late summer. Funding is needed to help promote the event. The City Council had allocated \$2,500 as a donation to the event. The Council requested that the CDA match the donation for a total of \$5,000.

After careful review, the Board moved to allocate \$2,500 from the 2013 marketing line item to serve as a matching donation.

Allen (1); Singer (2)

Aye: Allen, Henry, Singer

Nay: None

Abstain: Kachel

10. Consideration and discussion of an Option to Purchase land by the CDA regarding the Business Park and Technology Park.

Staff noted that the lands in the Parks are currently owned by the City. The proposal would be to transfer the property to the CDA in order to make land sales easier to facilitate.

After careful review, the Board moved to recommend to the City Council that the lands be transferred to the CDA for \$1.00 based upon the memorandum attached to the agenda.

Allen (1); Kachel (2)

Aye: Allen, Henry, Kachel, Singer

Nay: None

11. Consideration and discussion of a marketing program for the CDA

The Board requested that no action be taken on this matter until additional members can attend the CDA meeting.

No action was taken.

12. Consideration and discussion of the filling of the Support Research Specialist position.

It was noted that the current staff member is leaving since she has completed her degree at the University. Staff felt that the position is of value and that it should be continued.

The Board agreed and authorized that the position be continued. In addition, they authorized the hiring of an Interim employee for the position.

To express their gratitude to Mallory Amann, the Board authorized the purchase of a \$100.00 gift card to be given to her and to provide a center piece for a going away luncheon.

Singer(1); Allen(2)

Aye: Allen, Henry, Kachel, Singer

Nay: None

13. Adjourn to closed session per Wisconsin State Statute 19.85(1)(e) "Deliberating or negotiating the purchase of public property, the investing of public funds, or conducting other specified public business, wherever competitive or bargaining reasons require a closed session"

a. Confidential discussion regarding potential business developments

1. Software Consulting Firms

2. Organic Farm

3. Manufacturing Company lease at the Innovation Center

Motion to go into closed session as per state statutes and to allow one of the applicants to remain in the closed session portion of the meeting.

Henry (1); Singer (2)

Aye: Allen, Henry, Kachel, Singer
Nay: None

14. Return to open session for possible action

A motion was made to return to open session.

Singer (1); Allen (2)

Aye: Allen, Henry, Kachel, Singer
Nay: None

In open session:

Motion to approve a grant of \$10,000 to Slipstream LLC and to provide a loan that can be converted to an equity investment of \$100,000 to Slipstream LLC.

Allen (1); Kachel (2)

Aye: Allen, Henry, Kachel, Singer
Nay: None

15. Future agenda referrals

Ms. Henry requested an update regarding the action of the Zoning Re-write Committee and what additional duties the CDA will obtain as a result of the changes.

16. Adjourn

A motion to adjourn the meeting was made at 7:00 pm

Allen (1); Singer (2)

Aye: All via voice vote
Nay: None

The minutes were reviewed and approved by the CDA at its meeting on: 06/27/13



Donna Henry
Vice- Chairperson

Patrick Cannon
Recorder